

**MINUTES  
OF THE REGULAR MEETING OF THE  
VETERANS MEMORIAL COMMITTEE  
HELD AT CITY HALL  
JANUARY 27, 2012  
7:30 AM**

**I. CALL TO ORDER**

Chairman Goergen called the meeting to order at 7:35 am

**II. ROLL CALL**

Answering roll call were Members Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz and Goergen.

**III. APPROVAL OF MEETING AGENDA**

Member Schwartz made a motion, seconded by Member Kojetin to add to the agenda that the committee readdresses the issue of the Merchant Marines.

Ayes: Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz, Goergen

Motion carried.

**IV. ADOPTION OF CONSENT AGENDA**

**Member Lonsbury made a motion, seconded by Member Lefler to approve the Consent Agenda as follows:**

**A. Approval of the December 16, 2011 Veterans Memorial Committee Meeting Minutes.**

Ayes: Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz, Goergen

Motion carried.

**V. COMMUNITY COMMENT**

There were no members of the general public present at the meeting.

**VI. ITEM ADDED TO AGENDA**

**VI.A. Merchant Marines –**

Member Schwartz reminded the committee that he was among the majority that felt they shouldn't have the Merchant Marines logo recognized as a veteran's status.

However, he subsequently stumbled across some information while looking for something totally separate and found that the 8,000 to 10,000 Merchant Marines killed during WWII were counted as military casualties and is included in the statistics of WWII memorials and such. He informed the committee that in 1936 the Merchant Marine Act said that the Merchant Marines will become an auxiliary of the Navy during time of declared war and in 1988 President Reagan signed a law which gave Merchant Marines total veteran status for time of war. Therefore, those who served in the Merchant Marines during time of war, which would be WWII, have veteran's status.

Member Schwartz explained when he found this information he felt obliged to bring it to

the committee. He noted that Chair Goergen has already received at least one communication from the Merchant Marines, which have a very strong lobby, saying they ought to be included. He indicated that based on the new information he feels they should include the Merchant Marine logo on the memorial. Discussion took place.

**Member Kojetin made a motion, seconded by Member Schwartz, to include the Merchant Marine Symbol on the Veterans Memorial.**

Ayes: Kojetin, Schwartz, Benson, Cardarelle, Christiaansen, Lefler

Nays: Goergen, Reed, Lonsbury

Motion carried.

**VII. STANDING COMMITTEE REPORTS**

**A. Fundraising/Treasurer**

Chair Goergen informed the committee that when they met in December their balance with the Edina Community Foundation was \$1,700. He noted since that meeting it has increased to \$1,950 of which Mr. Keprios has already committed \$1,900 of that to the artist who needs that payment to continue his efforts. He stated that he is very disappointed that the committee has only been able to raise \$250.00 since their last meeting. He added that they are not going to be able to go to their potential significant donors without saying this is what the committee has done on their own to start the ball rolling.

Member Lefler indicated that he knows Member Benson has had conversations with the Pohlad family; however, they currently have some issues and once those are resolved he will be back in touch with them.

Member Lefler reminded the committee that the first contingency they talked about was getting a group of people to sort of test the waters for their target audience to see if there is any interest out there in funding this. However, he has not received any responses from anyone who would be willing to do it. He noted there are some people he would be happy to call but he doesn't want to ask them until he has something he can tell them and show them as to what they are going to be doing. He stated that until they get that first step they really can't move and right now they are waiting for things to fall into place and there is not a lot they can do to make them fall into place. Chair Goergen asked Member Lefler what he meant by "a group that we are going to test the waters". Member Lefler responded that Mr. Olson had talked about his idea to get a group of two to four people who would call the people on their list and make that initial contact. The caller would explain the project and ask them what they think of it and is it something they would be willing to support. He noted if the feedback is good then they would have their foot in the door in terms of approaching them for a large contribution. He added if the target audience did not seem interested then they would know they are in deep trouble in terms of getting large donations. Chair Goergen stated at this point they can't even get individuals to make those contacts to which Member Lefler replied right now they have several plans they could implement, they just don't have the people to implement them.

Member Lefler commented at the last meeting it was brought up that because he is a judge he cannot ask people for money. He explained he was asked to head up the committee in a management, administrative and leadership style to oversee a plan. He stated that if anyone has a problem with it he would be happy to move to something else. He indicated that he just wanted to make sure the committee was aware of the situation. Chair Goergen added he was aware of this when they asked Member Lefler.

Member Benson informed the committee he has had three conversations with the Pohlad family and as Member Lefler pointed out the timing was not good for them. He indicated that he thinks during the next 30 days he will have a greater picture as to what will happen in terms of getting together with the Pohlad family and lay out to them what it is they are trying to do.

Member Benson stated with regards to General Schulstad he has been trying to get in touch with him but so far has not been able to. He explained that his game plan is to meet with General Schulstad and show him what they've done so far. He noted that Member Schwartz and he would go through the wonderful book Member Schwartz has put together and segue into asking him about being an honorary fundraising chairman.

Member Kojetin informed the committee that he is also on the 125<sup>th</sup> Anniversary committee and they just applied for a \$10,000 grant from the Foundation and were given it. He noted he thinks they should apply for a grant for the \$10,000; they just need to specify what they need it for. He stated maybe if they tell them they have some bills that need to be paid they will give them a \$10,000 grant to start with.

Member Lonsbury informed the committee that he is working hard to get all of his things donated. He noted that he has been working with an advertising agency to create the materials to which they are donating their services. They are also going to try to get the vendor who produces it to donate their services once they know what it is they want. He explained he is hoping that it will all be donated and they won't have to come up with the \$5,000 to \$6,000. He commented that they currently do not have a vendor because they don't know what it is they are going to do yet but the agency is involved.

Chair Goergen indicated he has the application for the grant to the Foundation and he is just waiting for the committee's approval. He noted the downside is there are three deadlines for grant applications to which the most recent one was January 15<sup>th</sup>.

Member Lonsbury stated that they first need to see if the board has met yet because it may not be too late. Mr. Keprios proposed that Chair Goergen and he fill out the grant application.

Mr. Keprios informed the Park Board a big issue they currently have is they cannot tell the artist to start building the sculpture itself until they either have a commitment that the Foundation will loan them the money or they have the money in the bank. He noted the amount is now close to \$60,000. Mr. Keprios indicated maybe the foundation can write a separate grant saying they will upfront the cost of the artist/sculpture and the committee will raise the money. He commented that is a risk; however; what if you raise the money for the sculpture and are unable to raise the

rest? It's sort of the cart before the horse type thing. He stated he would be willing to write two grants, one for a loan for the sculpture and the second grant for \$10,000 to get them out of the starting gate.

Member Reed indicated they need \$10,000 right away and nothing is getting done. He noted it was suggested at the last meeting that the actual committee comes up with it and that didn't work. He stated that maybe now they should put a notice in the Sun Current saying what it is the committee is doing and if you would like to donate money you can give it to the Edina Foundation and put their information and see how much they get. He commented that he knows Mr. Olson said they will never be able to build it with \$20 donations but he thinks right now their backs are against the wall and nothing is getting done. Member Benson commented that he agrees, it does need to start right here with this committee.

**Member Kojetin made a motion, seconded by Member Lonsbury, that Mr. Keprios and Chair Goergen write a grant to the foundation for \$10,000.**

Ayes: Benson, Cardarelle, Christiaansen, Kojetin, Lefler, Lonsbury, Reed, Schwartz, Goergen

Motion carried.

Chair Goergen indicated that perhaps the committee should now be contacting the people they consider friends or associates who are not part of the potentially \$100,000 donors and meet one on one with them. He commented they may not need all of the publicity efforts and formal presentation that Member Lonsbury is working on and just bring Mr. Kost diagrams of the memorial.

Member Lonsbury stated he likes the idea of the presentation and asked how difficult it would be for the Communications Department to put something together. Mr. Keprios replied if you provide the information he will ask communications to put it together.

Member Lonsbury informed the committee they need to remember that when they start asking for corporate gifts as opposed to individual gifts that they stay consistent with their philosophy of no logos or graphics. Chair Goergen commented that their comeback to corporations is whether you are an individual or corporation for a minimum of \$50,000 your name only will be recognized somewhere at the memorial site.

Mr. Keprios indicated that he will need someone to give him exactly what the committee wants the presentation to say. Member Lonsbury replied he thinks they want something more generic with history, why they are doing it and some things from Member Schwartz findings and try to make it emotional. Mr. Keprios stated he thinks the Communications Department needs someone to tell them exactly what the committee wants. Member Lonsbury replied that he does not time to write up all of the information because it already exists in existing presentation materials. Mr. Keprios commented he could ask Communications to put something together and the Committee could edit it. Mr. Keprios indicated that he thinks we do have all of necessary information except for any questions or summary that the committee wants to add about the memorial at the conclusion of the presentation. Chair Goergen

commented that he thinks they need kind of a summary of Member Schwartz work. He knows there are hundreds and hundreds of hours of work but they need to narrow it down to say 25 elements for the power point to which three to five of those have the emotional aspect of it. Member Schwartz indicated he will make a few adjustments to the book and will bring in a final version to give to the Communications Department. Chair Goergen replied that the Communications people are not going to read that. Member Lonsbury asked why not if the objective is to create a presentation that describes what the Veteran's Memorial is and asks people to donate. He stated they want a power point presentation that they can show to perspective donors that explains what they are doing, gives them the emotional background and asks them to donate.

Member Benson stated that Member Schwartz and he will put together a rough draft of the "emotional" aspect.

Chair Goergen commented that their short range goal is \$10,000 whether the Foundation provides or the committee members start making one on one contacts prior to the significant donor portions.

Chair Goergen asked if Mr. Olson is done with his assistance to the Committee regarding fundraising, has he done as much as he is planning to do without being retained by contract and payment to do more. Member Lefler replied he has never mentioned money and it is his belief that he will continue to help them structure their fundraising efforts. Member Benson indicated he was in contact with Mr. Olson this past week and Mr. Olson told him if he ever wanted to get together to brainstorm some stuff he would be more than happy to. Chair Goergen asked if Mr. Olson is more of a sounding board of ideas and would not attend a reception where they may have ten people. Member Benson responded if they were to go in that direction he thinks he would be there to which Member Lefler agreed. Member Benson commented that he thinks Mr. Olson is waiting for the Committee to take some action. Member Lefler commented that he thinks once they have the \$10,000 he thinks Mr. Olson will be much more comfortable in terms of how he works with the fundraising. He thinks Mr. Olson is still looking forward to helping them and thinks this is a good project and wants to see it through. Member Lefler indicated that once they get going it's a doable thing. He commented in his discussions with people about the Veterans Memorial the fact remains that a very small percentage of the public at large has served in the military. Member Schwartz replied he thought that was the case as well; however, Edina is two points higher than the national average for having veterans. Member Lefler indicated that in conversations with people he has found they think this is a nice idea they are just not sure it's a necessary idea. He noted that people thought it would be nice to have a Veterans Memorial; however, he didn't run into anyone who said "how can I help you with that". He doesn't think it's high on people's radar of their wants and needs. Chair Goergen responded maybe they haven't done enough to put it on their radar. He noted that they have had media people cover their activities and articles have appeared in the Sun and Star Tribune and so they are just waiting for the next step. He noted as soon as he receives materials he can write another article or interview with somebody again.

Member Lonsbury commented that it seems to him that people who are professional fundraisers will say you have to have your critical mass; however, they need to think if there is a Plan B. He stated his point is if they go out with the idea of let's create a big media campaign and put it in the Sun Current so people will write out their checks and they can maybe raise \$100,000. He noted the question is what if they don't raise enough money to build the memorial, what are they going to do with the memorial, what do they tell those who gave \$500, \$1,000, etc.; are they just going to have the sculpture at the park? He explained that is the problem with going out ahead of the big donors, is that they don't have assurance.

Member Benson stated that he thinks they need to make a list of those top people and create an action plan so they can get moving a little bit.

Chair Goergen indicated that Dick Crockett has offered the Foundation's list of donors but the Committee would have to be the ones to go through it. He noted once they get a list of names of the top 100 or whatever number they decide upon the Committee can look over the list and first see if anyone personally knows any of the people or corporations listed and go from there. This is something they should have already been working on.

Chair Goergen asked who is going to put together a master list of names to which Member Lefler replied he has already done that and right now the list has 25 names. Chair Goergen asked who can start going to the Foundation and get names from their lists. Member Lefler replied he will call the Foundation and find out what exactly it is they are looking through, a computer, microfiche, etc., and find out when they are open and available for committee members to start working on it. Member Reed noted that he would be willing to help do that.

## ***VII. STANDING COMMITTEE REPORTS***

### **B. Design/Architecture**

Chair Goergen informed the Committee that although this isn't urgent the architect needs to know what their ideas are on inscriptions on the memorial, plaques, etc. He stated that Members Reed and Christiaansen have put together a long list of quotes that may be appropriate throughout the whole memorial. He noted that they need to come up with some kind of voting system to reduce the list and pick the top ones the Committee agrees on. Member Christiaansen suggested that he number each quote and e-mail the list to the Committee. Each Member can list their top 10 or 20 in order to narrow down the list. Member Reed indicated that he thinks they have plenty of time to figure out the quotes so right now they should discuss where they are going to go. He noted they could decide that as well as the number of quotes they want to put on the memorial. They need to decide how many quotes and where they should go. Member Christiaansen asked the committee to e-mail him any other quotes they would like placed on the numbered list of quotes before he sends out the e-mail the next couple of months.

Member Kojetin asked how many locations they are looking at. Member Reed replied that Member Christiaansen and he came up with the following tentative spots:

1 quote - Below the flags

2 quotes - One on each of the two sentinels

1 quote – Below the service emblems, prior to the KIA listings or somewhere on the front of the plaque – base for the statue

2 quotes – One on each side of the stadium seating

Member Reed commented that they really don't want to overdo quotes. He also added that he doesn't think quotes on the ground are a good idea.

Member Kojetin asked if they were talking about six locations to which Member Christiaansen replied there are six options, they don't necessarily need to fill all of them.

Mr. Keprios noted it was disappointing to hear Member Lefler talk about how he had not received excitement from some of the people he has talked to and how they question the importance of it. He stated that a lot of small communities have magnificent memorials and he feels when you look at public facilities in general it's a direct reflection of how a community feels about itself. He indicated that he believes that this is something Edina needs to have and it pains him to see these tiny communities that can get it done and yet Edina can't. He stated that when he hears comments that this is maybe not all that important, we need to be reminded that the veterans have given us this blanket of freedom which is why it is so important to honor them. Member Schwartz commented that Member Lefler must not be talking to the same people he is talking to because what he hears people saying is how great it is that we are doing this. Member Cardarelle noted that the people he has spoken to about the memorial are all very positive about the memorial.

Meeting adjourned at 8:55 am.